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EST 1894

# Cass Business School

CITY UNIVERSITY LONDON

## The “magic” of money: Welcome to the story of finance.

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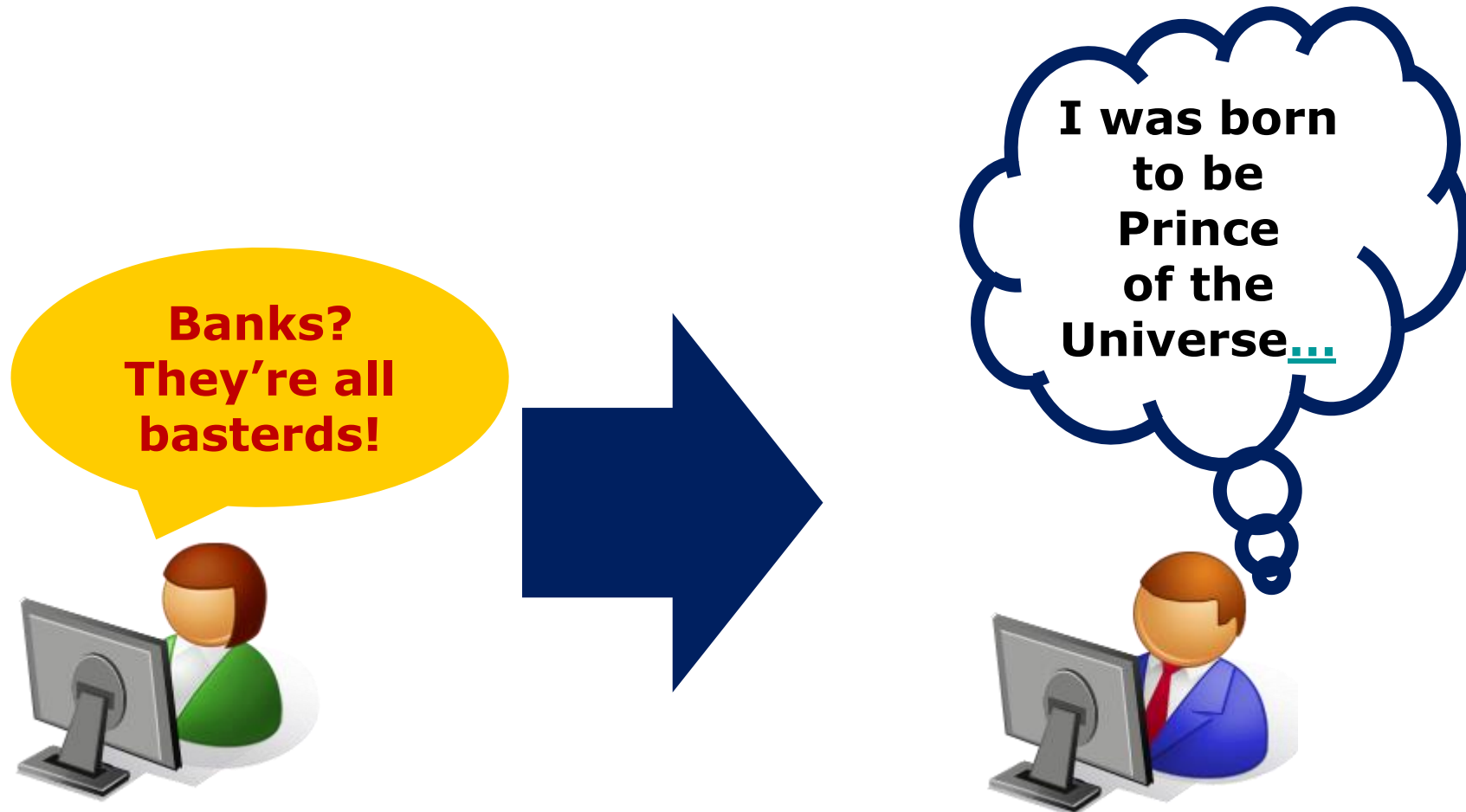
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# Narrative transportation

1. *"Someone ('the traveler') is transported*
2. *by some means of transportation*
3. *as a result of performing certain actions.*
4. *The traveler goes some distance from his or her world of origin*
5. *which makes some aspects of the world of origin inaccessible.*
6. *The traveler returns to the world of origin, somewhat changed by the journey."*

# 1. Can bankers be transported into stories about negative banking experiences?



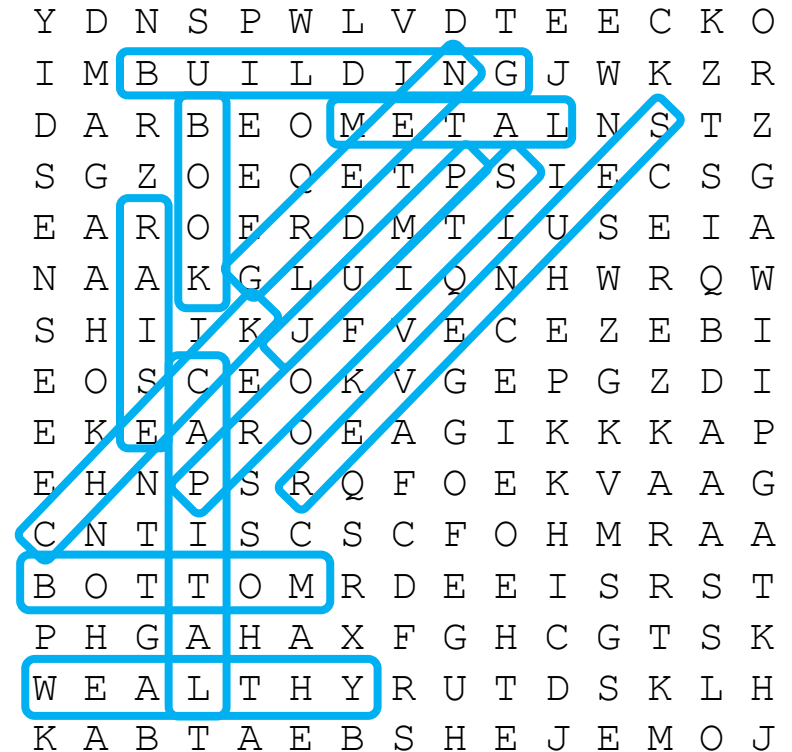
## 2. Can bankers feel responsible for stories about negative banking experiences?

***"The fundamental problem with this whole stock exchange crowd is their complete lack of elementary education."***

***"I do not mean lack of college diplomas, etc., but just inability to understand the country or public or their obligations to their fellow men."***

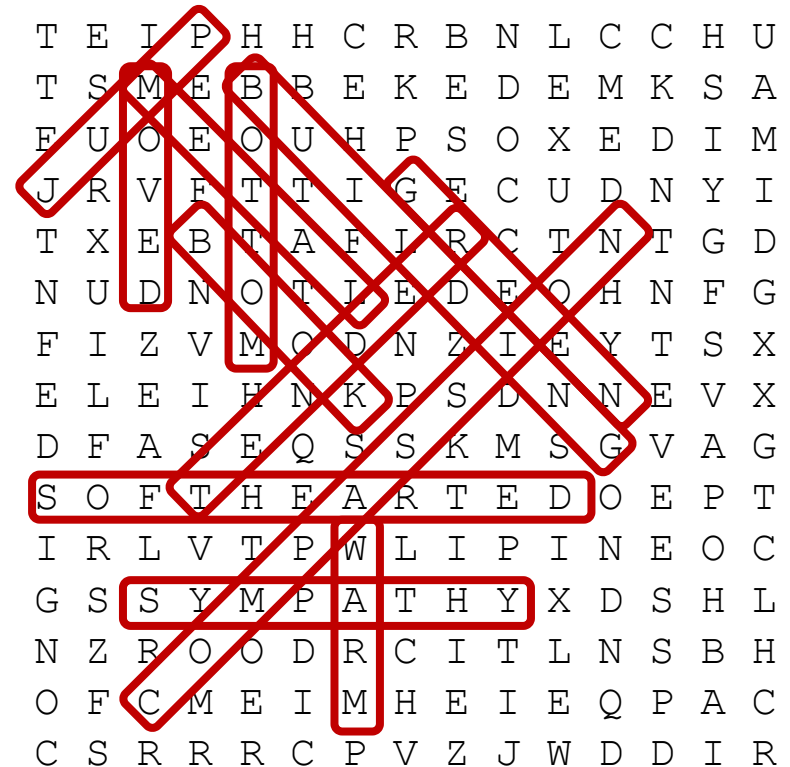
## Find these words:

- book
- bottom
- building
- capital
- check
- green
- jump
- metal
- profits
- raise
- revenues
- wealthy



## Find these words:

- book
- bottom
- building
- compassion
- green
- jump
- metal
- moved
- softhearted
- sympathy
- tender
- warm



**“cold” puzzler/bankers and  
a control group of bankers and  
“hot” puzzler/bankers  
then read:**

*"Each year, I have saved for retirement as much as I could.  
So I was beside myself with joy when I met this financial  
magician, who just conjured up an investment portfolio out  
of his hat with a nice yearly return.*

*Then the poor fellow did a disappearing act, and the high  
returns he promised turned out to be an illusion too.*

*My investment portfolio has evaporated.*

*I have nothing now, and will have even less tomorrow.*

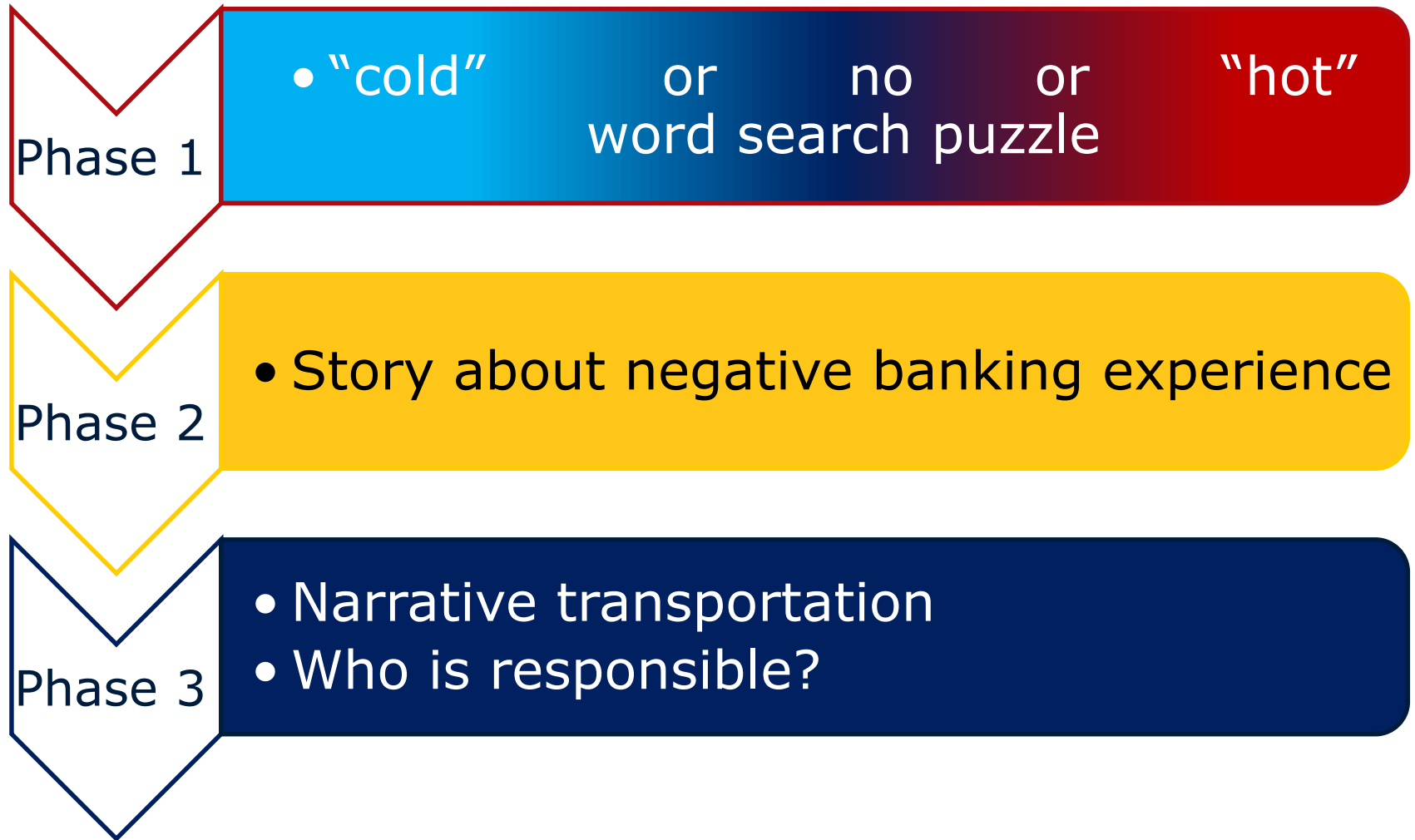
*A person has to have faith in the future, but as my  
investment portfolio went so did my future.*

*I have no more faith.*

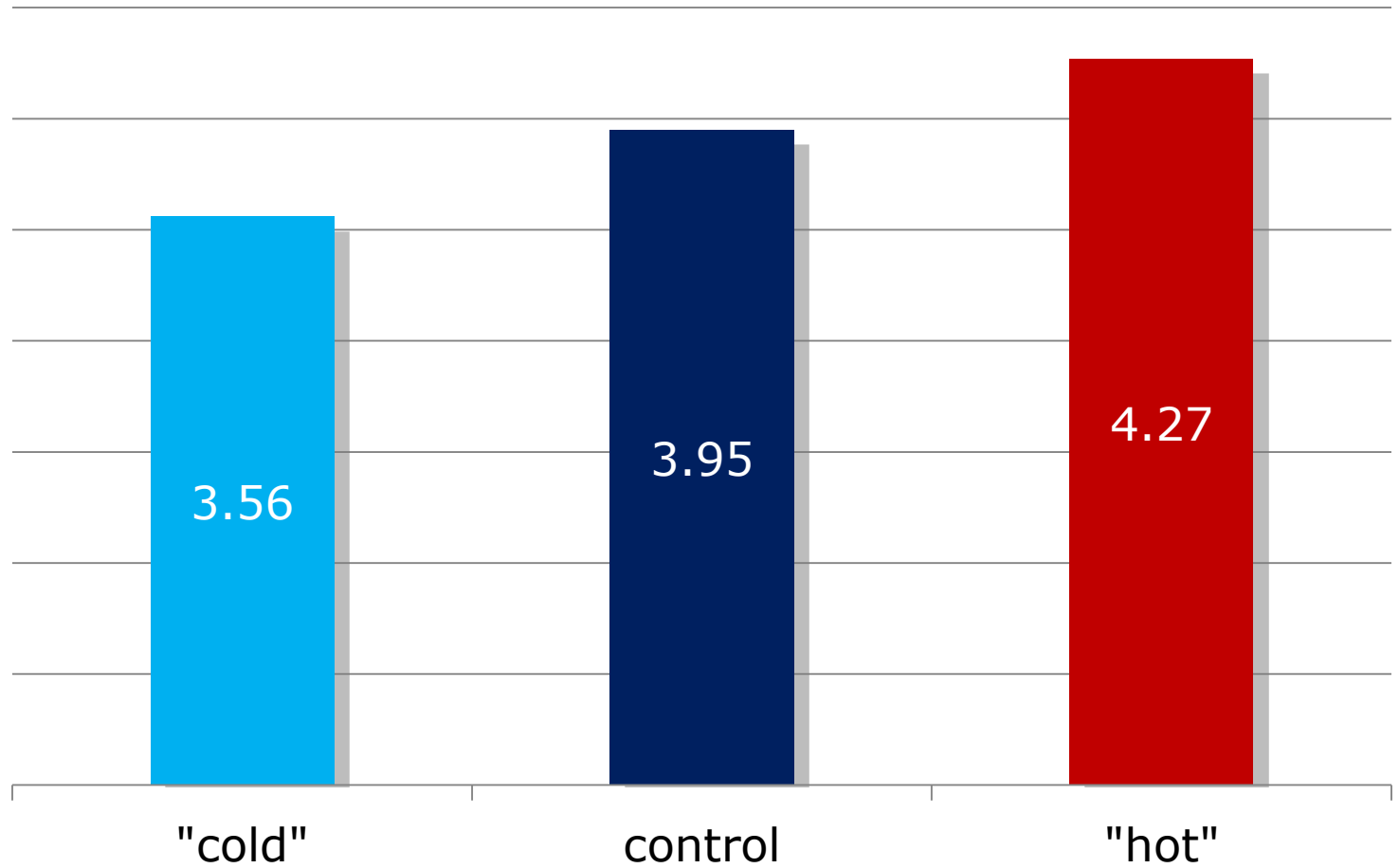
*I am doomed."*



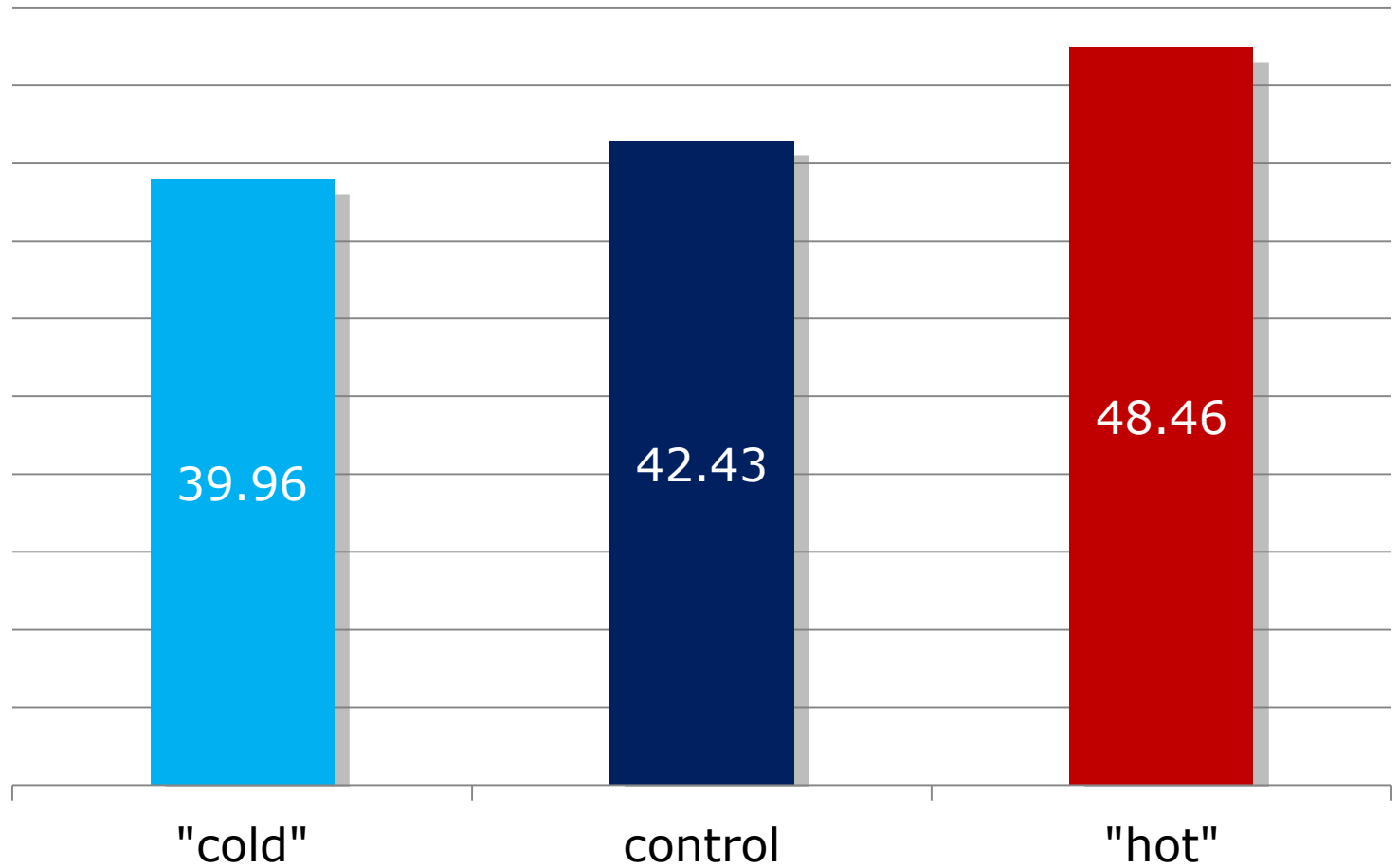
# Procedure



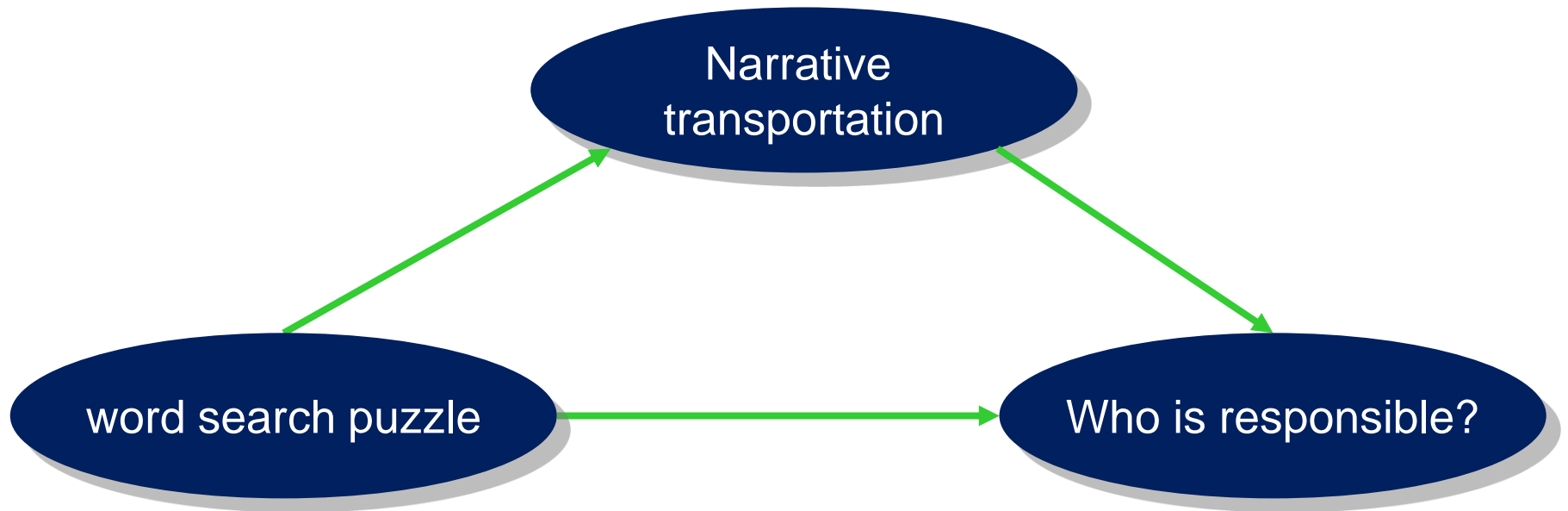
# Narrative transportation



# Who is responsible? (% self-blame)



# Results

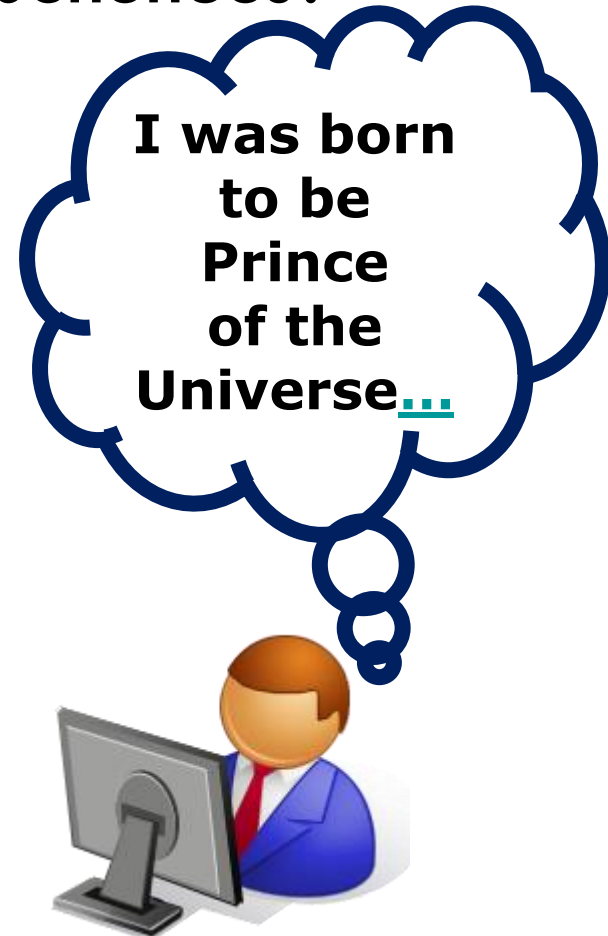
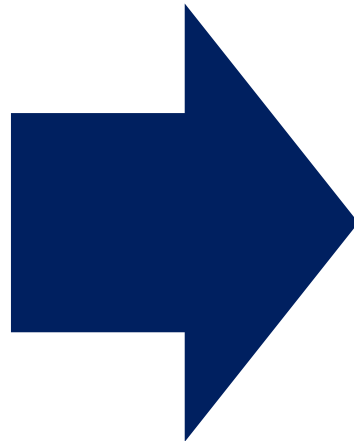


Can “cold” bankers

1. be transported into

2. feel responsible for

stories about negative banking experiences?

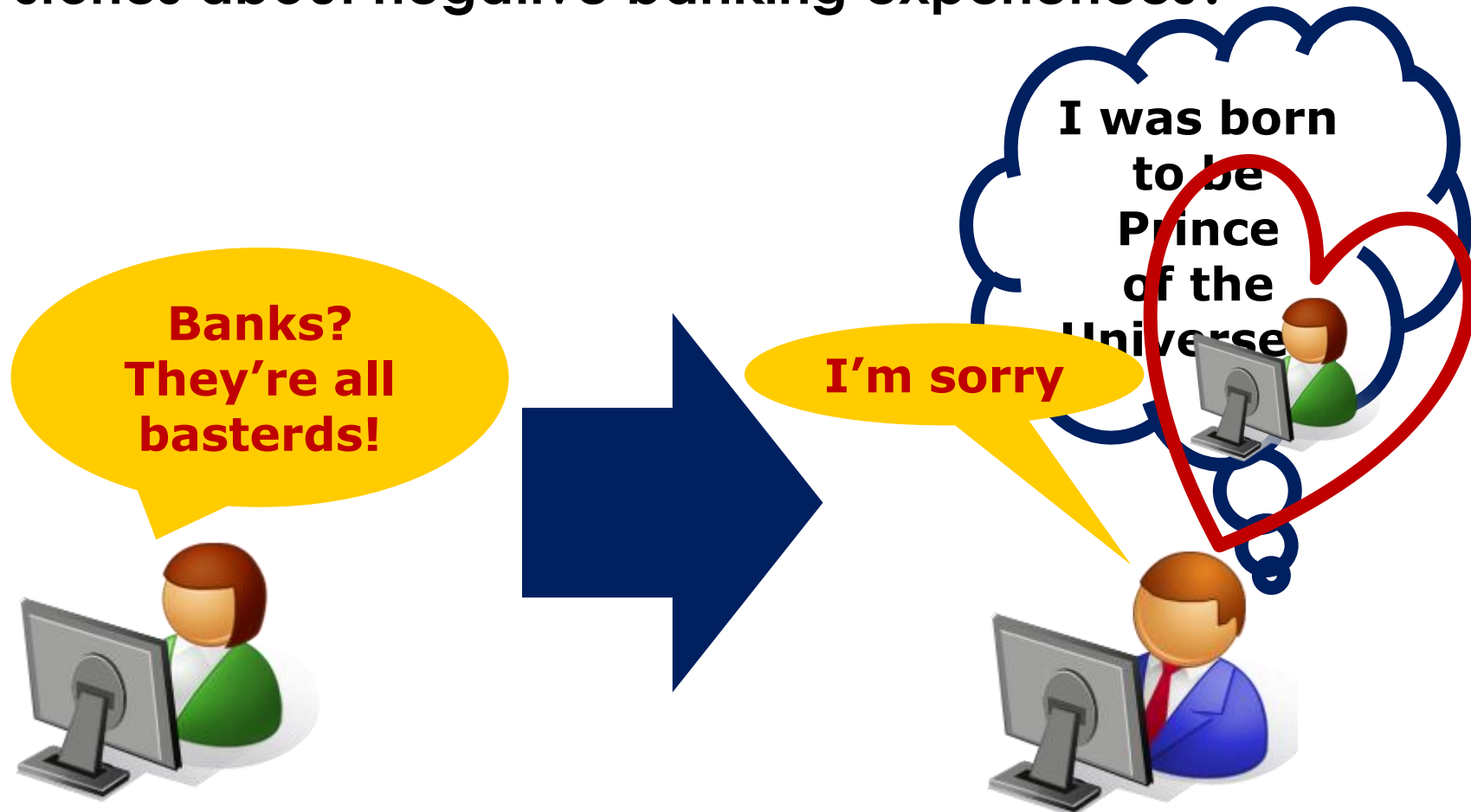


Can “**hot**” bankers

1. be transported into

2. feel responsible for

stories about negative banking experiences?





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## Thank you

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